

New Order

Agency: KRANZLER KINGSLEY COMMUNICATIONS, LTD / DBA: KKBOL
Station: WDAY-S2
Flight Start: 09/24/2018
Office: Bismarck
Order Type: Normal
Flight End: 10/01/2018
Client: 32 - Mac Schneider for Congress
Cancel Date:
Hiatus:
Product: 50 - Political Office
Received in ePort: 8/28/2018 10:39:58 PM
Estimate: 589 - Schneider for Congress - Week 6 Brdcast - EAST Only

Airtime Dollars: \$14,440.00
Interactive Dollars: \$0.00
Non-Airtime Dollars: \$0.00
Total Dollars: \$14,440.00
Total Spots: 37

Primary Demo: A35+
Demo 2:
Demo 3:
GRP: 219.33
CPP: \$65.84
GIMP: 0
CPM: \$0.00
Local/National: Local
Rep Office: WDAY-S2
AE: Joshua Rohrer
Phone:
OrderID: 7680259
Status: Confirmed

MarketShare:

Comments: Separation: 30

Terms of Sale: This order is being place on behalf of the above listed Advertiser. If there are any rate discrepancies or program changes, please notify us immediately. Neither Kranzler Kingsley Communications, LTD, DBA KK BOLD nor the Advertiser will be responsible for any spots that run outside of the ordered time periods, programs or any other dollar amount other than what is indicated in this insertion order. Anything less than 90% of the GRP's ordered must be made good in accordance to a make-good agreement/schedule put in place with the approval of the KK BOLD Media Department.

Kranzler Kingsley Communications, LTD, DBA KK BOLD acts solely as agent for the Advertiser herein named according to specific authorization given to KK BOLD by the Advertiser. The Advertiser having accepted full liability, KK BOLD is hereby relieved of personal liability for space, time, engravings, composition, printing, and/or other items ordered under the Advertiser's authorization.

Unless otherwise set forth by KK BOLD, the Supplier agrees to hold KK BOLD solely liable for payment to the extent proceeds have cleared from the Advertiser to KK BOLD for materials/services ordered in accordance with the contract. For sums owing but not cleared to KK BOLD, the Supplier agrees to hold the Advertiser herein named solely liable. KK BOLD undertakes to collect and forward moneys due the Supplier under this order, with diligence and good faith.

In the absence of written acceptance of this contract, materials/services provided as requested herein shall be construed as acceptance of these terms.

Weekly Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	9/24 10/1		Total Spots	A35+			
						9/24	10/1		Rtg	CPP	Imp	CPM
1	TuWThF 10P-10:35P WDAY/WDAZ News at 10	LN	\$900.00	C	30	4	0	4	10.80	\$83.33		
2	M 10P-10:35P WDAY/WDAZ News at 10	LN	\$900.00	C	30	0	1	1	10.80	\$83.33		
3	TuWThF 9A-10A Live! with Kelly and Ryan	DT	\$100.00	C	30	3	0	3	2.71	\$36.90		
4	M 9A-10A Live! with Kelly and Ryan	DT	\$100.00	C	30	0	1	1	2.55	\$39.22		

New Order (Page 2)

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						9/24	10/1		Rtg	CPP	Imp	CPM
5	TuWThF 1P-2P General Hospital	DT	\$40.00	C	30	2	0	2	1.20	\$33.33		
6	M 1P-2P General Hospital	DT	\$40.00	C	30	0	1	1	1.20	\$33.33		
7	TuWThF 4:30P-5P Inside Edition	DT	\$80.00	C	30	3	0	3	2.24	\$35.71		
8	M 4:30P-5P Inside Edition	DT	\$80.00	C	30	0	1	1	2.20	\$36.36		
9	M 6A-7A First News Hour 2	EM	\$300.00	C	30	0	1	1	4.00	\$75.00		
10	M 7A-8A Good Morning America Hour 1	EM	\$400.00	C	30	0	1	1	4.20	\$95.24		
11	TuWThF 6A-7A First News Hour 2	EM	\$300.00	C	30	4	0	4	4.00	\$75.00		
12	TuWThF 7A-8A Good Morning America Hour 1	EM	\$400.00	C	30	2	0	2	4.20	\$95.24		
13	M 6P-6:30P WDAY/WDAZ News at 6	EN	\$750.00	C	30	0	1	1	16.00	\$46.88		
14	TuWThF 5P-5:30P WDAY/WDAZ News at 5	EN	\$450.00	C	30	2	0	2	8.10	\$55.56		
15	TuWThF 6P-6:30P WDAY/WDAZ News at 6	EN	\$750.00	C	30	3	0	3	16.00	\$46.88		
16	M 6:30P-7P Entertainment Tonight	PA	\$500.00	C	30	0	1	1	6.20	\$80.65		
17	TuWThF 6:30P-7P Entertainment Tonight	PA	\$500.00	C	30	2	0	2	6.20	\$80.65		
18	TuWThF 10:35P- 11:35P Jimmy Kimmel	LF	\$250.00	C	30	3	0	3	2.63	\$95.06		
19	M 10:35P-11:35P Jimmy Kimmel	LF	\$250.00	C	30	0	1	1	2.84	\$88.03		
Total Spots:						28	9					
Total GRP:						169.3	50.0					
Cash\$ - Spots: \$14,440.00 - 37 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$14,440.00 Total GRP - CPP: 219.3 - \$65.84 Total GIMP(000) - CPM: 0 - \$0.00												